

Earn up to 11.75 Hours of MCLE Credit (including 1 hour of Elimination of Bias Credit)

Intellectual Property & The Far East

Strategies For Protecting and Exploiting Your I.P. Rights

September 7-8, 2006

Hyatt Regency Santa Clara
Santa Clara, California, USA



Presented by the State Bar of California,
Intellectual Property Section, and Sponsored
by Santa Clara University High Tech Institute,
and Townsend & Townsend

The State Bar of California and the Intellectual Property Law Section are a State Bar of California approved MCLE provider.



Register online at: www.calbar.ca.gov/ipsection

Intellectual Property & The Far East

Strategies For Protecting and Exploiting Your I.P. Rights

Come learn international intellectual property legal strategies from various industry leaders, government officials and legal practitioners (from the U.S. and Asia) that can help you and your clients effectively protect and exploit patent, copyright and trademark rights in the Far East, including China, Japan, and other regions of the Far East. You will learn strategies for dealing with piracy, and bringing or defending infringement actions against defendants based in the Far East. You will also hear from various industry leaders their anti-piracy strategies for the Far East, and from government officials

Schedule OF EVENTS

THURSDAY, SEPTEMBER 7, 2006

7:30 - 8:30 a.m. Registration & Continental Breakfast

8:30 - 8:45 a.m. Welcoming & Opening Remarks

Craig Holden, Robins, Kaplan, Miller & Ciresi LLP

8:45 - 10:45 a.m. INDUSTRY SPECIFIC ANTI-PIRACY CHALLENGES & STRATEGIES IN THE FAR EAST

A discussion of the IP piracy challenges facing various industries, as well as their strategies to deal with piracy and counterfeit goods in the Far East.

- Moderator, Robert Barr, Professor and Director of UC Berkeley's Center of Law & Technology
- John Malcolm, Motion Picture Association of American, Director of Anti-Piracy
- Mark Kornegay, Microsoft Corporation, Chief Security Officer of Center Region & Former FBI Agent
- Charles Lawhorn, Recording Industry Association of America, Senior VP, Anti-Piracy Legal Affairs
- Kris Buckner, Director, Investigative Consultants

10:45 - 11:00 a.m. Break

about existing intellectual property laws and policies in the U.S. and this region that will help you develop and refine your intellectual property strategies in the Far East.



11:00 a.m. - 12:00 p.m. THE HIGH POINTS AND LOW POINTS OF THE U.S. DIPLOMACY AND POLICY EFFORTS IN ASIA

A overview of the international treaties, diplomacy and policy efforts employed by the U.S. in the Far East region

- Bruce Lehman, former Asst. U.S. Secretary of Commerce and Chairman of the International Intellectual Property Institute
- Jule Sigall, U.S. Copyright Office, Associate Register for Policy and International Affairs

12:00 - 1:30 p.m. LUNCHEON PROGRAM: A DISCUSSION OF CHINA'S NEWLY FORMED INTELLECTUAL PROPERTY COURT

- Keynote Speaker TBD

1:30 - 3:30 p.m. THE INTERNATIONAL TRADE COMMISSION: IP LITIGATION OPTIONS INVOLVING IMPORTED PRODUCTS FROM THE FAR EAST

A discussion of the ITC's jurisdiction, and strategies for bringing and defending claims before the ITC.

- Tom Jarvis, Finneegan Henderson
- ITC Judge [TBD]

3:30 - 3:45 p.m. Break

3:45 - 5:15 p.m. KNOCKING OFF THE KNOCK-OFFS: STRATEGIES FOR PROTECTING TRADEMARKS IN THE FAR EAST

- Edward Kelly, Tilleke & Gibbins, Thailand
- Karen Marie Kitterman, Fenwick & West LLP
- Michael Moore, Esq., Mattel, Inc.

5:15 - 6:00 p.m. Cocktail Reception & Hors d'oeuvres

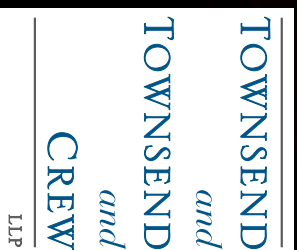
FRIDAY, SEPTEMBER 8, 2006

7:30 - 8:30 a.m.

Continental Breakfast and MCLE Sign In



Sponsors



8:30 - 9:30 a.m.

PROSECUTION OF INTELLECTUAL PROPERTY CRIMES AGAINST FAR EAST DEFENDANTS

A discussion of the litigation and policy efforts the U.S. government has undertaken to combat piracy involving Far East defendants

- Arif Alikhan, Vice Chairman & Executive Director, U.S. Dept. of Justice Task Force on Intellectual Property

9:30 - 10:30 a.m.

LICENSING YOUR I.P. IN THE FAR EAST

A discussion of licensing strategies with companies based in the Far East, including the development of an effective licensing campaign

- Richard Ogawa, Chair of Asia Practice Group, Townsend and Townsend and Crew LLP
- Monte Cooper, Orrick, Herrington & Sutcliffe LLP

10:30 - 10:45 p.m.

Break

10:45 a.m. - 12:00 p.m. INFRINGEMENT LITIGATION STRATEGIES INVOLVING

DEFENDANTS IN THE FAR EAST

A discussion of winning infringement litigation strategies when suing defendants that are based in the Far East, as well as the jurisdictional and forum selection issues involved in such suits.

- Speakers TBD

12:00 - 1:30 p.m.

LUNCHEON PROGRAM: UNDERSTANDING AND NAVIGATING THE CULTURAL BUSINESS PRACTICES IN THE FAR EAST

An overview of the current cultural and business practices in Asian countries that attorneys should understand when negotiating with clients or adversaries based in the Far East region.

- Anna Han, White & Case, and Professor of Law, Santa Clara University
[1 Hour of Elimination of Bias CLE Credit]

1:30 p.m.

Conference Adjourns





Intellectual Property & The Far East

September 7 and September 8, 2006 | Hyatt Regency Santa Clara

Registration Form (Note: One registrant per form. Photocopies may be used.)

Registration Deadline: Monday, August 28, 2006

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail Address* _____

**Required for email confirmation*

Your name and address may be disclosed.

☐ Check here if you do not want your information released.

Registration Fees (check the appropriate box)

☐ **\$395** Intellectual Property Law Section Members (Prior to August 28, 2006)

☐ **\$460** Non-Intellectual Property Law Section Members (Prior to August 28, 2006)

Fees include a full 2007 Intellectual Property Law Section Membership

☐ **\$495** Members and Non-Members (After August 28, 2006)

Fees include a full 2007 Intellectual Property Law Section Membership for all non-section members

Credit Card Information (VISA/MasterCard Only)

I/we authorize The State Bar of California to charge my/our program registration to my/our VISA/MasterCard account. (No other credit card will be accepted.)

Account Number: _____ Expires: _____

VISA or MasterCard Only

Cardholder's Name: _____

Cardholder's Signature: _____

REGISTRATION INFORMATION

DEADLINE

In order to pre-register, your form and check made payable to the State Bar of California or credit card information, must be received no later than **Monday, August 28, 2006.**

ONLINE REGISTRATION

Register Online at:
www.calbar.ca.gov/ipsection

MAIL TO

Program Registrations, State Bar of California, 180 Howard Street, San Francisco, CA 94105

Make checks payable to the State Bar of California.

FAX TO

Program Registrations at (415) 538-2368. In order for your faxed registration to be processed it MUST be accompanied by credit card information (VISA or MasterCard only!)

QUESTIONS

For registration information call (415) 538-2508. Telephone registrations will not be accepted. For program content and/or Intellectual Property Section information call (415) 538-2375.

SPECIAL ASSISTANCE

For special assistance, please call (415) 538-2375 or TDD for speech and hearing impaired (415) 538-2231.

CANCELLATIONS/REFUNDS

Cancellations and requests for refunds must be received in writing no later than **Monday, August 28, 2006.**

AUDIO TAPES

Audio tapes of the program will be available with a set of materials from Versa-Tape. To order, please call (800) 468-2737





State Bar Education Foundation
Intellectual Property Law Section
180 Howard Street
San Francisco, CA 94105-1639

NON-PROFIT ORG
U.S. Postage
PAID
Documentation



September 7-8, 2006

Intellectual Property & The Far East

Strategies For Protecting and Exploiting Your I.P. Rights

Earn up to 11.75 Hours of MCLE Credit including 1 hour of Elimination of Bias Credit



Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, California, USA
Phone: 408-200-1234